



WOTV – Grand Rapids, MI

Issues Report

First Quarter 2011

Description of programming providing the most significant
treatment of community issues

WOTV 4 Quarterly Issues Report

January – March 2011

<u>PROGRAM</u>	<u>DAY</u>	<u>TIME</u>
• 24 Hour News 8 Daybreak	Monday – Friday	6:00 - 7:00 A.M.
• 24 Hour News 8 at 6:00	Monday – Friday	6:00 - 6:30 P.M.
• 24 Hour News 8 at 6:00	Saturday and Sunday	6:00 - 6:30 P.M.
• Maranda Where You Live	Saturday	7:30 – 8:00 A.M.
• Maranda Where You Live	Saturday	7:30 – 8:00 P.M.

Each program previously listed is a locally produced news programs presenting a mix of news, weather, sports and community issue related feature reports. Community issue segments usually have duration of one- to one-and-a-half minutes, unless otherwise indicated.

Connecting with Community continues to produce content driven PSA's topical to community needs and issues raised from our news department. Each month, a series of thirty second spots rotate on WOOD/WOTV/WXSP tagged with our Community Partners.

“Maranda Where You Live” is a locally produced weekly half-hour program featuring information, insights and inspiration for West Michigan parents.

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| • ABC World News with
Diane Sawyer | Monday – Friday | 6:30 - 7:00 P.M. |
| • World News | Saturday and Sunday | 6:30 - 7:00 P.M. |

This is an ABC produced news program featuring news, information and perspectives on the daily events of the nation and the world. The program also features special features on issues and concerns of the nation. These special issue oriented reports are approximately three minutes long.

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| • Good Morning America | Monday – Friday | 7:00 - 9:00 A.M. |
| • Good Morning America | Saturday | 8:00 - 9:00 A.M. |
| • Good Morning America | Sunday | 8:00 - 9:00 A.M. |

This ABC produced news program features news, interviews, weather and information segments and feature reports on issues and concerns of the American Public. The community issue segments usually are three to four minutes long.

- 20/20

Friday

10:00 - 11:00 P.M.

This ABC produced news magazine program focuses on three to four issues or entertainment oriented reports in each week's program. Many of these reports are investigative stories on controversial concerns of the nation. Each report averages ten to twelve minutes long.

Educational Issues

Including recognition of outstanding programs, learning styles, schools and teaching.

1. Program: Junior Achiever PSA
Date Aired: January 1, 2011- January 15, 2011
Length: :30
Summary: Public Service Announcement recognizing the importance to the Junior Achiever after school academic program, which helps students excel in math, reading and other areas.

2. Program: 24 Hour News 8 @ Daybreak
Date Aired: January 4, 2011
Length: 1:56
Summary: Gobles Smartphones -- elementary school using smartphones to teach kids

3. Program: Maranda Where You Live
Date Aired: Saturday, January 15, 2011
Length: 2:00
Summary: Ottawa Hills High School has opened a new Center of Innovation the focused on business and management. High school students can opt to take classes with a business focus and actually get college credits through Davenport University, putting them ahead at graduation.

4. Program: Maranda Where You Live
Date Aired: Saturday, January 15, 2011
Length: 2:30
Summary: Union High School has launched a design and construction trade school within the high school. For students who are looking to go into the field on construction, architecture or interior design, there are specific classes that give students hands on experience in those fields. Each student is also pair with a mentor who is a professional in the field of their choice who they shadow for four years.

5. Program: Public Service Campaign
Date Aired: January 24, 2011 - March 1, 2011
Length: :30
Summary: Public Service Announcement highlighting the work of Recreation Reaps Rewards, an afterschool program that promotes academics by using volunteers to assist with homework help, as well as providing a free meal and various social activities.

6. Program: Maranda Where You Live
Date Aired: Saturday, January 29, 2011
Length: 2:00
Summary: Local middle school students were brought onto the campus of Ferris State University Grand Rapids to learn more about career pathways. Each girl was given a "color test" to learn about their personality and skills they possess. Then counselors worked with the girls to tell them more about future careers they might enjoy and excel in.

7. Program: 24 Hour News 8 @ 6pm
Date Aired: February 2, 2011
Length: 2:00
Summary: GRPS Closings - Explanation on criteria schools use to decide whether to close

8. Program: 24 Hour News 8 @ Daybreak
Date Aired: February 8, 2011
Length: :22
Summary: Count Day -- annual day when students are counted to determine state funding

9. Program: 24 Hour News 8 @ 6pm
Date Aired: February 8, 2011
Length: 2:14
Summary: Child Poverty Up -- Kids Count report says more West Michigan kids are living in poverty

10. Program: Maranda Where You Live
Date Aired: Saturday, February 26, 2011
Length: 4:00
Summary: Maranda was given a tour of the Grand Rapids Community College Secchia School for Culinary Education. She met instructors and students and learned more about this nationally recognized school for students interested in becoming future savory and pastry chefs.
11. Program: 24 Hour News 8 @ Daybreak
Date Aired: March 2, 2011
Length: :56
Summary: Taylor Update -- when we might know if GRPS superintendent will leave for another job
12. Program: Maranda Where You Live
Date Aired: Saturday, March 12, 2011
Length: 2:00
Summary: Maranda interviewed a counselor from Ferris State University Grand Rapids about upcoming careers in the field of health and health science. He talked about the high demand in this field as well as academic benchmarks that are required from high school students looking to go into this field.

Health & Fitness Issues

Focusing on methods of illness prevention and education people in order to encourage and promote maintenance of good health.

1. Program: American Health Assistance Foundation PSA
Date Aired: January 1, 2011 - March 31, 2011
Length: 1:00
Summary: Public service announcement encouraging viewers to get informed about the Alzheimer's disease and ways to treat it.

2. Program: American Academy of Dermatology PSA
Date Aired: January 1, 2011 - March 31, 2011
Length: 1:00
Summary: Public service announcement informing viewers about the dangers of tanning and the risks of contracting skin cancer.

3. Program: 24 Hour News 8 @ Daybreak
Date Aired: January 6, 2011
Length: :45
Summary: Too Much Fluoride -- dentists noticing white spots on teeth from fluoride. Government to reduce recommendation in water

4. Program: Maranda Where You Live
Date Aired: Saturday, January 8, 2011
Length: 2:30
Summary: The Fifth Third River Bank Run has started an after school fitness program at Central High School in Grand Rapids. Two afternoons a week, representatives from the River Bank Run, bring fitness equipment and trainers into the high school and students and teachers are encouraged to workout free of charge.

5. Program: Maranda Where You Live
Date Aired: Saturday, January 8, 2011
Length: 1:45
Summary: We interviewed a health and wellness instructor with Priority Health to talk about sticking to your New Year's Resolutions. She talked about simple ways to incorporate moving more into your daily routine and ways to set fitness goals and follow through on them.

6. Program: Maranda Where You Live
Date Aired: Saturday, January 22, 2011
Length: 2:30
Summary: The Hornick family of Grand Rapids all ski together in the winter as a way to stay active. Mom, dad and three young children all ski or snowboard a few times a week. It keeps the family in shape and also promotes doing an activity together that they all enjoy.

7. Program: Metro Health PSA
Date Aired: January 28, 2011 - February 9, 2011
Length: :30
Summary: Public service announcement encouraging women to attend a free seminar, hosted by a doctor, to learn about the symptoms of heart disease.

8. Program: Maranda Where You Live
Date Aired: Saturday, February 12, 2011
Length: 2:30
Summary: Maranda brought a Healthy Heart Party to second graders at Kent City Elementary School. Along with her community partners she brought in healthy heart snacks, games and exercised the entire class could do to help love their hearts.

9. Program: 24 Hour News 8 @ Daybreak
Date Aired: February 24, 2011
Length: :57
Summary: GRPS Summer Food -- district picked for pilot program to provide food for kids during the summer

10. Program: 24 Hour News 8 @ 6pm
Date Aired: March 7, 2011
Length: 2:45
Summary: Grief Counseling -- how kids can deal with losing a peer
(Fennville Wes Leonard story)

11. Program: Maranda Where You Live
Date Aired: Saturday, March 12, 2011
Length: 2:00
Summary: Tiffany Duffield of Greenville has lost over 200 pounds over the last three years. After years of struggling with her weight she decided to start eating healthier and incorporating fitness into her life. Three years later she is now healthier and training to run her first 25K. She has been selected as a Fifth Third River Bank Run Road Warrior and is serving as a fitness model and coach to others with her inspiring stories.

Community & Volunteer Efforts

Programs aimed at highlighting efforts of individual volunteers or volunteer organizations in West Michigan in hopes of encouraging more people to share their time and talents with those in need. Community efforts and campaigns are also included.

1. Program: Girl Scouts PSA
Date Aired: January 1, 2011 - March 31, 2011
Length: 1:00
Summary: Public service announcement encouraging viewers to get involved with the Girl Scouts as a volunteer or a scout. Highlighting all the fun things they do on a regular bases.

2. Program: Huntington Bank PSA
Date Aired: January 1, 2011 - March 31, 2011
Length: :30
Summary: Public service announcement highlighting the support Huntington Bank gives to local community volunteer efforts, including festival, events, and non-profit organizations.

3. Program: Maranda Where You Live
Date Aired: Saturday, February 5, 2011
Length: 2:00
Summary: Volunteers with the West Michigan Therapy Dog Association volunteer twice a week at Helen DeVos Children's Hospital. They bring in their dogs to visit with the pediatric patients at the hospital. Our story focused on the good work the volunteers do and the joy it brings the patients and their families.

4. Program: Maranda Where You Live
Date Aired: Saturday, February 12, 2011
Length: 2:30
Summary: Sandra and Willie Edwards have taken in their three young grandchildren, since their parents are unable to care for them. They are currently serving as guardians of the children and are working to fill the void in their grandchildren's lives. Our story focused on their family dynamic and how the Edwards are making a big sacrifice to care for these three children under the age of six.

5. Program: 24 Hour News 8 @ Daybreak
Date Aired: March 2, 2011
Length: :52
Summary: Hackley Library -- Library officials turning to community to raise money for renovations

6. Program: 24 Hour News 8 @ 6pm
Date Aired: March 14, 2011
Length: 1:15
Summary: Jennings Celebration -- public celebration to welcome home Super Bowl player & Kzoo native Greg Jennings

7. Program: 24 Hour News 8 @ 6pm
Date Aired: March 15, 2011
Length: 2:00
Summary: "artprize" a community based art competition announces changes, including new locations around the community.

8. Program: 24 Hour News 8 @ 6pm
Date Aired: March 25, 2011
Length: 2:00
Summary: Georgetown Community Foundation" A look at a local community foundation and the requirements to become a charitable organization to raise money.

9. Program: Maranda Where You Live
Date Aired: Saturday, March 25, 2011
Length: 1:00
Summary: College students from Calvin College in Grand Rapids spent their spring break doing a service trip in Grande Isle, Louisiana. The students helped with Hurricane Katrina clean-up as well as damage from the recent oil spill. Garrett Veurink, the Where You Live intern, was part of this trip and took a camera along to document the student's hard work.

Safety

Programs that promote safety in homes and for families in West Michigan communities.

1. Program: Ad Council PSA
Date Aired: January 1, 2011 - March 31, 2011
Length: 1:00
Summary: Public Service Campaign addressing the dangers of teens being harassed via text messaging, also known as "textual harassment." And encouraging young women to seek out help if the harassment goes too far or even becomes sexual.

2. Program: 24 Hours News 8 @ Daybreak
Date Aired: January 3, 2011
Length: :43
Summary: 3D Gaming Warning -- Nintendo says new 3D gaming system can cause eye damage in young kids

3. Program: 24 Hours News 8 @ 6pm
Date Aired: January 6, 2011
Length: 1:12
Summary: Teen Drivers-- teens attended summit to cut down on distracted driving

4. Program: 24 Hours News 8 @ 6pm
Date Aired: January 20, 2011
Length: 1:07
Summary: Fake Public Works -- people trying to get into your house by posing as city workers

5. Program: Maranda Where You Live
Date Aired: Saturday, January 22, 2011
Length: 2:00
Summary: We interviewed an expert from Helen DeVos Children's Hospital about keeping your kids safe from cold and flu over the winter months. She gave advice for parents and simple things that kids can do each day to stay healthy and safe from germs and bacteria.

6. Program: 24 Hour News 8 @ Daybreak
Date Aired: January 27, 2011
Length: :23
Summary: Frozen Okra Recall -- Spartan Stores recalling frozen okra for undeclared milk allergen
7. Program: Maranda Where You Live
Date Aired: Saturday, January 29, 2011
Length: 1:30
Summary: Maranda and her partners held a workshop for middle school girls the focused on self-esteem and empowerment. One of the presenters was a doctor from Helen DeVos Children's Hospital who spoke about the dangers of tattoos and body piercings. She talked about safety precautions girls should take before doing these things.
8. Program: 24 Hour News 8 @ Daybreak
Date Aired: February 3, 2011
Length: 1:45
Summary: Snowplow Safety -- how to protect your kids and cars from snow plows
9. Program: Maranda Where You Live
Date Aired: Saturday, February 5, 2011
Length: 1:00
Summary: One of the unique features of the new Helen DeVos Children's Hospital is the large gift shop they have in the lobby. Something unique is the safety gadgets they sell including: life jackets, car seats, latches and locks for your home and more.
10. Program: Rescue One PSA
Date Aired: March 1, 2011 - March 31, 2011
Length: 1:00
Summary: Public service announcement encouraging teenage viewers to eliminate distractions while driving.

11. Program: Maranda Where You Live
Date Aired: Saturday, March 26, 2011
Length: 2:30
Summary: This segment focused on teens making safe and smart choices over spring break. We looked at underage drinking and the dangers that come along with it. We interviewed a therapist who talked about teaching your kids to be responsibly and talking to them about making safe choices if going on spring break alone with friends.

12. Program: Maranda Where You Live
Date Aired: Saturday, March 26, 2011
Length: 2:00
Summary: Many teens go tanning on a regular basis, but new studies reveal how damaging this is to your skin. We talked to a local oncologist about the dangers of skin cancer and how to keep your family safe when in the sun. He talked about steps to take to stay covered and protected from the sun.